

NEW HAMPSHIRE STATE LIQUOR COMMISSION
DECEMBER 21, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
 - a. Sunday Store Hours of Operation Change Recommendation – Store #12-Center Harbor
 2. Purchasing Report
 3. Merchandising Report
- A. SPIRITS:
- 1) Test Market Products:
 - a. Test Market Request (Fris Lime Vodka)
 - b. Test Market Request (Starbucks Cream Liqueur)
 - c. Test Market Request (Canadian Gold)
 - d. Test Market Results (Codes #8353, #1620 & #8841)
 - 2) Appeal (Vox Green Apple Vodka)
 - 3) One-Time Buy (Dr. McGillicuddy's 200ML Tri-pack)
 - 4) January Product Promotion
 - 5) January/February/March Display Promotion
 - 6) January/February/March Sweepstakes
 - 7) February Special Offers (6 items – Horizon Beverage Co.)
- B. WINES:
- 1) Special Offers for February 2006:
 - a. 1 item – Charles Saunders
 - b. 4 items – Charles Zoulias
 - c. 5 items – Pine State Trading Company
 - d. 11 items – Pine State Trading Company
 - e. 35 items – E & J Gallo Winery
 - f. 46 items – M.S. Walker, NH
 - g. 52 items – Executive Wine & Spirits
 - h. 62 items – Horizon Beverage Company
 - 2) Test & Sweepstakes Mac & Zonte's Footsteps Wines

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- 3) Results of Purchases and Displays:
 - a. Yellow Tail RSV
 - b. Zed Sauvignon Blanc
 - c. Clay Station Viognier
 - d. Chalone Monterey Wines
 - e. Clos du Bois Pinot Grigio
- 4) Recommended Allocated Wines for Distribution to Selected Stores
(4 items)
- 5) Recommended Allocated Wines (Absolutes) for Distribution to
Selected Stores (13 items)
- 6) “R” Wines for Allocation to Licensees Selected by the Broker
(3 items)
- 7) Primary Source Submissions (8 exclusive agent; 13 imported)
- 8) Tabled Items:
 - a. Dom Perignon Pricing (11/30/05, Item B-2)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN’S REPORT & LATE ITEMS

- 1) Bailment Requests
- 2) Coupon Approvals
- 3) Late Items/Other

/D. Hartford